



November 2004  
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# MWBE / DBE News

*"Building bridges to commercial markets."*

## Inside this issue:

Message from the Commission	2
MWBE Program	2
Discrimination	3
Women and the Wage Gap	3
Spotlight	4
Business & Technical Assistance	5
Boards, Committees, and Commissions	6

### Who is Eligible to Participate

- 51% of the firm must be owned by a socially and economically disadvantaged individual(s) who also manages and controls the day-to-day operations of the firm.
- The owner(s) must be U.S. citizens or lawfully admitted permanent residents of the U. S.
- The firm must meet the Small Business Administration's (SBA) size standard and cannot exceed \$17.42 million in gross annual receipts.
- The firm must be organized as a for-profit business.

## The Importance of a Business Plan

As a business owner the very foundation of your business is your business plan. It is the platform on which your organization is built.

A good solid business plan is not just for startup firms. Every good business should have a plan that they visit and revisit on a regular basis. It should reflect a realistic strategy and set standards that you, your employees and stakeholders can live by and live up to.

Your business plan is where you begin to invent and reinvent your business. It is where you begin when faced with a challenge, or when you are considering expanding or diversifying the

organization. The business plan helps you keep the business on track in the face of a changing economy, new and advancing technologies, and the inevitable competition.

According to the U S Small Business Administration, ([www.sba.gov](http://www.sba.gov)) a business plan is a tool with three basic purposes: communication, management, and planning.

As a communication tool, it is used to attract investment capital, secure loans, convince workers to hire on, and assist in attracting strategic business partners.

As a management tool, the business plan helps you track, monitor

and evaluate your progress.

As a planning tool, the business plan guides



A moment to visualize the plan

you through the various phases of your business. A thoughtful plan will help identify roadblocks and obstacles so that you can avoid them and establish alternatives.

A business plan is your firm's résumé and key to success.

## Resources for Writing or Revising a Business Plan

### Pima Community College

Small Business  
Development Center  
401 N. Bonita Ave.  
Tucson, AZ 85709  
(520) 206-6404

### Tucson Urban League

2305 S. Park Avenue  
Tucson, AZ 85713  
(520) 791-9522 x 242  
**U S Small Business  
Administration**  
[www.sba.gov](http://www.sba.gov)

### Microbusiness Advancement Center (MAC)

10 E. Broadway, Ste. 210  
Tucson, AZ 85701  
(520) 620-1241

## Message from the Commission - Vice Chairperson Frank Siqueiros

The City of Tucson's Minority and Women Business Enterprise Commission (MWBEC) has been developed as part of the City's ongoing commitment to increasing opportunities for businesses and improving the level and quality of service that the City offers in the areas of procurement and contracting to the business community.

The MWBE and DBE programs are designed to include eligible, successful, talented, and creative businesses in the community who, on their rocky road to success, have been met with barriers to access and information.

As part of the commitment to serve the community the MWBEC is positioned to serve as mentors and advocates for MWBEs as they attempt to enhance their ability to win contracts and subcontracts with the City of Tucson.



Businesses all across the country are offering mentoring as a mean to provide support for local businesses. Mentors and the firms they assist bring their individual and business expertise to the table to share and learn from each other. The process is about evolving, identifying markets, diversifying, and strategies to remain competitive.

Whether it is trying to complete the certification documents or the need to create business-to-business relationships that provide opportunities for learning, sharing information, finding a resource, networking and collaboration, the MWBEC is

available to help.

We encourage all eligible firms that are qualified, willing, and able to do business to come on board to get certified. A single application can be used to certify a firm with the City of Tucson, the City of Phoenix and ADOT.

Utilize the MWBEC as a resource and take advantage of the opportunities available through the City of Tucson, Pima County, Tucson International Airport, and other entities.

MWBEs and DBEs are big business in Southern Arizona.

Frank Siqueiros is a native Tucsonan, and the owner of Mountain Power Electrical Contractor, Inc., founded in 1985, and Tucson's largest locally owned electrical contractor.

Certified as an MBE since 1999, the range of work includes all facets of commercial and industrial electrical work and underground power.

Mountain Power  
4301 S Country Club Rd  
Tucson, AZ 85714  
(520) 294-1131

## MWBE / DBE Programs

- **Certified firms** may qualify to meet subcontracting goals on City of Tucson construction projects.
- **Certified general procurement firms** may qualify for up to 7% price preference on goods and service contracts of \$25,000 to \$150,000 and 5% bid price preference on contracts above \$150,000 to \$250,000.
- **Certified Architectural and Engineering** firms may qualify to receive five preference points on Request for Qualification contracts. Preference points may be added to scores received from the rating committees for each solicitation.
- **Certified firms** will be listed in the City's MWBE Directory that is used by the Procurement Department and contractors to solicit bids, and is distributed to procurement entities in the public and private sector.
- **Certified DBE firms** may participate in contracting opportunities that are federally funded by the U S Department of Transportation.

*In the United States there are 1.2 million Hispanic-owned businesses that represent 6% of the nation's non-farm businesses; employ nearly 1.3 million people; and generate \$186.3 billion in revenues. - U S Census 2000 -*

# Discrimination

**So You Want To Do Business with the City -  
VENDOR REGISTRATION -  
Procurement Department at  
[www.cityoftucson.org/procure](http://www.cityoftucson.org/procure)**

The Civil Rights Act of 1964 prohibits discrimination in employment on the basis of race, color, religion, sex, or national origin. Additional measures were taken to broaden the measure by passing the Age Discrimination in Employment Act, the Equal Pay Act, the Rehabilitation Act of 1973, and the Americans with Disabilities Act of 1990.

For more information about these federal provisions go to: Equal Employment Opportunity Commission [www.eeoc.gov](http://www.eeoc.gov)

or call (602) 640-5000.

Under the City of Tucson Code, Chapter 17, it is unlawful to discriminate on the basis of: race, color, national origin, ancestry, disability, age, sex (gender), sexual orientation, gender identity, religion, marital status, and/or familial status.

The City of Tucson's Office of Equal Opportunity Programs enforces the Human Relations Ordinance, Chapter 17, of the Tucson City Code, [www.ci.tucson.az.us/eoo](http://www.ci.tucson.az.us/eoo)

or call (520) 791-4593.

Arizona law prohibits discrimination in employment based on race, color, religion, sex, age, physical disability, or national origin. The Arizona Civil Rights Act is administered by the Attorney General's Office at [www.ag.state.az.us](http://www.ag.state.az.us) or call (602) 542-5025.

## Women and the Wage Gap

The Pay Equity Initiative is a community collaboration, facilitated by the Pima County/Tucson Women's Commission (TWC), which is working to end pay discrimination against women.

According to the U.S. Census Bureau, "The real median earnings of men who worked full-time, year-round remained unchanged between 2002 and 2003 at \$40,668. The real median earnings of the comparable group of women declined by 0.6 percent to \$30,724. ... The last time the female-to-male earnings ratio experienced an annual decline was between 1998 and 1999."

The wage gap continues to widen between men and women in the workplace because women are historically relegated to lower-paying occupations. When an occupation becomes dominated by women studies reveal that those occupations pay

less.

Another part of the wage gap debate comes from the differences in education, life and work experience, time in the workforce, and discrimination in pay and promotional opportunities.

More than half of all working women are in sales positions, clerical and service oriented jobs.

Unequal pay for equal work has a huge impact on the economic status of women and families locally and nationally. Currently, over her lifetime, the average woman is paid \$250,000 less than the average man.

When looking at the impact along lines of race and ethnicity, black women earn 64% of every dollar earned by white men, and Hispanic women earn 52%.

If single working mothers earned as much as comparable men, their family incomes would increase by nearly 17%, and

their poverty rates would be cut in half. Lower pay for women negatively affects adequate financial resources for the working poor, as well as the level of Social Security and pension benefits after retirement, placing more elderly women in poverty.

By implementing pay equity, employers benefit from higher productivity, ability to attract personnel, better employee morale, and lower turnover, and they comply with the law. It takes a community to show the will to end this form of discrimination against women.

For more information contact:  
Sandy Davenport, Executive Director  
Pima County/TWC  
240 N. Court Avenue  
Tucson, Az 85701  
(520) 624-8318.

## SPOTLIGHT



Pete Granillo

knew as early as

11 years-old that he wanted to be a businessman. His 7th grade essay revealed his vision to a skeptical room full of classmates. Today, he is living that vision as majority owner, President/CEO of Brown & White, Inc., a commercial general contracting firm.

When the company Granillo had been working for moved to Phoenix, he opted to remain here in Tucson with his family and community ties.

In 1980 he borrowed \$200 (and \$10 for gas) from his younger sister, Sidia, and with an old truck and one employee

he launched his career as a businessman.

The first several years in business were a real struggle. Granillo was making essentially, “No money.” “My wife, Carmen supported me both emotionally and financially while I tried to realize my dream. I could not have done any of this without her.”

Originally the business focused on commercial chain link fencing and has since evolved into a firm that has 40 employees and operates in the areas of commercial fencing, highway construction, guard railing, highway signage, commercial and residential construction.

When asked what contributed to his success, Granillo stated, “You have to ask yourself the hard question. Are you willing to give the time, blood, sweat, and determination to be successful?”

Additionally, “NEVER is a word that cannot be in your vocabulary, it prevents your success.”

Granillo revealed that like any developing business he has made some tactical errors along the way. He reminds any business owner or emerging business owner to learn from those mistakes be-

cause it can take 1-2 years to recover from a misstep or miscalculation. He also stated, “Obstacles will exist, but stay focused, bypass the obstacles, eliminate whatever created the obstacle and move toward success.”

“To be a successful business owner with longevity, you must demonstrate strong work ethics, moral standards, and a passion for the work,” said Granillo.

“One of the more exciting projects that we had the opportunity to create was a guard rail that was functional as well as decorative. The guard rail was designed to blend in with the mountain and desert landscape in an artistic way. I didn’t know how we would do it. We did it. And I was so pleased with the beauty and the outcome.”

“It’s all about dedication and determination,” Granillo said softly.

Brown & White, Inc. has been a certified MBE/DBE since 1996.

### **Peter Granillo**

Brown & White, Inc.

511 East 29th Street

Tucson, AZ 85713

### **Minority Enterprise Development (MED) WEEK 2004**

Since 1983, the U.S. President has proclaimed a National MED Week observance to recognize the outstanding achievements of Minority Business Enterprises and to honor those corporations and financial institutions that support minority business development. Each year the Small Business Development Council of Southern Arizona recognizes and honors the accomplishments of minority owned firms in the Southern Arizona communities. In October 2004 six outstanding firms were presented with this prestigious award: Food Firm of the Year went to Kwang C. An of Sakura Restaurant; Minority Manufacturer of the Year is Joyeria Angel, Inc., owner Ervin Cana; Minority Service Firm of the Year is KEVT Radio Exitos, owner Armando Zamora; Minority Woman-owned Firm of the Year is Salons by KC, Ltd., owner Kathryn C. Friklich; Minority Retail Firm of the Year went to, Just Your Sport, owners Bettina Alvarez and Rosamarie Diaz; and Community Advocate of the year was awarded to Lorena and Richard Cazares, owners of Aljeandro’s Tortilla Factory.

“I want to work for a company that contributes to and is part of the community. I want something not just to invest in. I want something to believe in.” Anita Roddick – Author/Activist

# Business and Technical Assistance

**The following is intended for the purpose of information only.**

**It is not an endorsement or advocacy of any group, agency, or organization.**

## **Arizona Department of Labor**

2675 E. Broadway  
Tucson, Arizona 85716  
(520) 628-5459

## **Arizona Small Business Association Southern Arizona Chapter**

4444 E. Grant Road, Suite 119  
Tucson, Arizona 85712  
(520) 327-0222

## **City of Tucson**

### **Office of Equal Opportunity Programs**

#### **MWBE/DBE Programs**

100 N. Stone Avenue, Suite 610  
P. O. Box 27210  
Tucson, Arizona 85701  
(520) 791-4593

### **Procurement Department**

City Hall  
255 W. Alameda, , Floors 1 East & 6 West  
Tucson, Arizona 85701  
(520) 791-4217

### **Office Economic Development – Business LINC**

City Hall  
255 W. Alameda, 3rd Floor West  
Tucson, Arizona 85701  
(520) 791-5093

## **Pima County**

### **Procurement MWBE Program**

130 W. Congress, 6th Floor  
Tucson, AZ 85701  
(520) 740-8260

**BE SURE TO WATCH  
Small Business School  
on Tucson 12, the City (cable) Channel  
For the program schedule and time go to  
[www.tucson12.tv](http://www.tucson12.tv)**

## **AZBusinessLINC**

[www.azbusinesslinc.com](http://www.azbusinesslinc.com)

**Community Info. and Telecommunications (CITA)**  
(520) 321-1309

**Arizona Local Technical Assistance Program (LTAP)**  
(602) 712-84 61

**Micro Business Advancement Center**  
**(also the office of the Women's Business Center)**  
(520) 620-1241

**Minority Business Development Center (MBDC)**  
Phoenix (602) 248-0007

**Pima Community Access Program (PCAP)**  
Healthcare (520) 694-0418

**Service Corp of Retired Executives (SCORE)**  
(520) 670-5008

**Small Business Administration (SBA) -**  
Phoenix (602) 745-7200 Tucson (520) 548-8212

**Small Business Development Center –**  
**Pima Community College**  
(520) 206-6404

**Small Business Services**  
**Arizona Department of Commerce**  
1-800-542-5684

**Tucson/Pima Library – Business Reference**  
(520) 791-4393

**Workers Compensation Insurance**  
**State Compensation Fund (SCF of Arizona)**  
(520) 292-4000



"The tragedy in life doesn't lie in not reaching your goal. The tragedy lies in having no goal to reach."  
- Benjamin Mays - Educator and former President of Morehouse College

## IF YOU ARE A TEEN INTERESTED IN STARTING YOUR OWN BUSINESS.....

The Small Business Administration (SBA) has a web site just for you, [www.sba.gov/teens](http://www.sba.gov/teens). They believe that, "If you can dream it, you can do it!" Many young people today see their future as independent and the proud owners of their own businesses. This web site is designed to introduce teens to the concepts of small business. It provides information on starting a business, legal issues related to a business, ideas and inspirations, mentors and resources. If there is the slightest interest in starting a business then this web site is vital. Be sure to contact any of the resources identified in this newsletter and utilize any of these resources to help build and or grow your business.

## Boards, Commissions, and Committees

The City of Tucson utilizes civic minded citizens as volunteers to handle the municipal activities of boards, commissions and committees. These individuals offer a wide range of experience, interests and expertise in their service as members of public bodies. Specific purposes and duration can be short or long term with functions both administrative or advisory.

BOARDS, COMMITTEES AND COMMISSIONS are comprised of community members appointed by Mayor and Council. These volunteers handle the municipal activities of boards, commissions and committees. They offer a wide range of experience, interests and expertise in their service as members of public bodies. Specific purposes and duration can be short or long term with functions both administrative or advisory. To see the current list of Boards, Commissions, and Committees visit the web site at:

[www.cityoftucson.org/clerks/boards/boards.html](http://www.cityoftucson.org/clerks/boards/boards.html)

**MWBE Commission** meets every other month and does not hold a meeting in the month of December. Meetings are open to the public and you are invited to attend to offer your ideas and lend your support to the projects and programs the Commission may be working on.

For times and dates of the meetings please call the City Clerks Office at 791-4213 or the Office of Equal Opportunity Programs at 791-4593.

- Accommodations for persons with disabilities will be made if requested by calling in advance to 791-4593 or 791-2639 (TDD .)

APPOINTOR	MEMBER	APPOINTMENT	EXPIRATION
Mayor	Marlene Ashton Chairperson	12/01/2003	12/03/2007
Ward I	Frank Siqueiros Vice Chairperson	12/01/2003	04/27/2006
Ward II	Carmen Pettiti	12/01/2003	12/03/2007
Ward III	Fred D. Johnson	10/01/2003	12/05/2005
Ward IV	Thomas P. Curley	12/01/2003	12/03/2007
Ward V	Nancy Montoya	09/03/2004	12/05/2005
Ward VI	William M. Campbell	05/18/2004	12/05/2005

Minority and Women-owned  
Business Enterprise Commission  
City of Tucson  
100 N. Stone Avenue , Suite 610  
P. O. Box 27210  
Tucson, AZ 85726-7210

We Are On The Web  
[www.cityoftucson.org/eoo](http://www.cityoftucson.org/eoo)  
(click on the Commissions icon)